



# **THEY SAID IT COULDN'T BE DONE: Launching a Healthy Vending Machine for Schools**

**Cathleen Toomey, Stonyfield Farm**





# Stonyfield Farm Snapshot

- **#1 Yogurt in Natural Foods Channel**
- **#3 Yogurt in Grocery Channel**
- **Double digit growth for past 6 years**
- **\$650 Million in sales**
- **23 year old company, based in NH**
- **Donates 10% profits to the planet**
- **Impassioned entrepreneur**



# Stonyfield Farm Innovations

- **Largest organic yogurt company in the world**
- **First dairy to pay farmers additional \$\$ not to use rGBH**
- **First yogurt to use lids as mini-billboards to talk about the environment and other issues**
- **Leader in donating 10% of profits to the planet**
- **Leader in guerilla marketing**
- **Most live active cultures, longest shelf life**



# Lid Program



**Stonyfield Farm**  
ALL NATURAL

### Profits for the Planet

We're dedicated to your health and the health of our planet. That's why we donate 10% of our profits to efforts that help protect and restore the earth.

Care to learn more? Visit us at [Stonyfield.com](http://Stonyfield.com)

**Stonyfield Farm**  
ORGANIC

### Bid With Your Lid

Help us direct \$100,000 to 3 organizations that help the earth. And, you'll receive a gift too! (details inside)

**Stonyfield Farm**  
ORGANIC

### Make your voice "herd" nationally

ON AIR

As your environmental "herd" or place as a res-solution at 10:00am and your message may be down for broadcast on public radio. *George Lantz*

Visit [Stonyfield.com](http://Stonyfield.com) to learn about all of our environmental and health initiatives.

**Stonyfield Farm**  
ORGANIC

### The choice is yours.

Get our free wallet card to help you choose fruits and vegetables that can lower pesticide exposure for you and your family.

Receive your card by sending a self-addressed, stamped envelope to: Stonyfield Farm, Wallet Card Offer, 10 Barton Drive, Londonderry, NH 03053 or download it at [Stonyfield.com](http://Stonyfield.com).

**your vote matters**

Nearly 50% of eligible voters didn't vote in 2000. Don't stay home in 2004. Register now through [Stonyfield.com](http://Stonyfield.com). It's too important not to.

**WORKING ASSETS**

**Stonyfield Farm**  
ORGANIC

### Cut the Emissions. Sign the Petition.

Join Stonyfield Farm, Environmental Defense and others in asking Congress to help put a lid on global warming.

Sign the petition at [Stonyfield.com](http://Stonyfield.com) and learn how you can receive a special thank you for doing your part.



# Walking the Talk

*L. reuteri* boosts the body's immune system

Six live and active cultures

First dairy processor in the nation to pay farmers a premium not to use this growth hormone on their cows.

- enhance digestion
- improve nutrient absorption
- boost the immune system
- inhibit the growth and activity of disease-producing organisms

The first U.S. manufacturer to offset 100% of the CO2 emissions from its facility energy use.

Inulin also helps boost calcium absorption

Lighter weight cups prevent tons of materials used.

10% of our profits for the planet

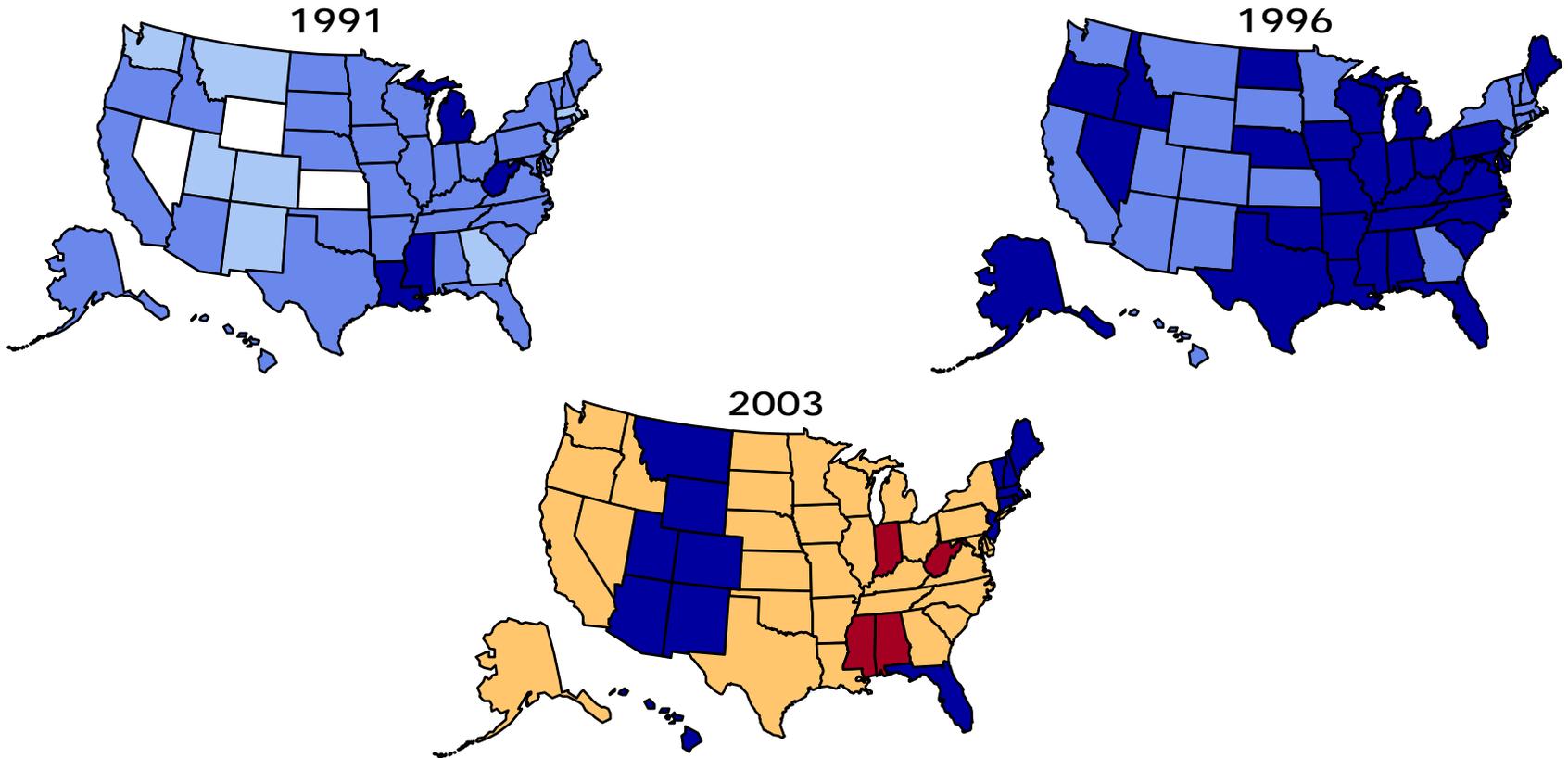
Organic products made without the use of antibiotics, synthetic growth hormones and toxic pesticides or fertilizers.





# Obesity Trends\* Among U.S. Adults 1991, 1996, 2003

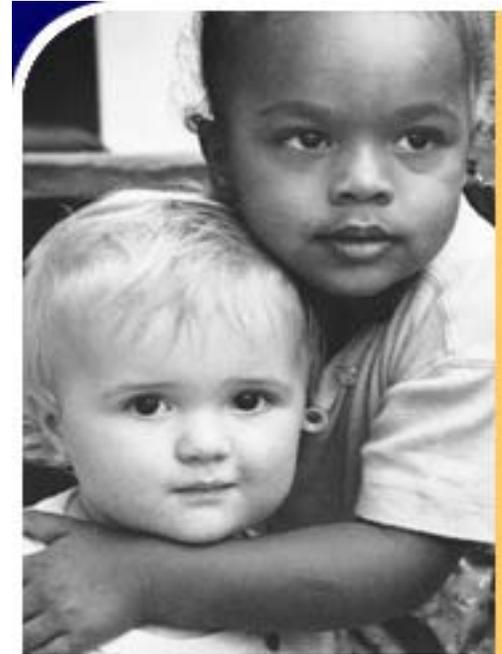
(\*BMI  $\geq 30$ , or about 30 lbs overweight for 5'4" person)





## Why Organic is Important for Children

- U.S. 3 to 6-year-olds on conventional diets had mean **pesticide concentrations in urine 6X higher** than children on organic diets, exceeding EPA safe exposure levels (6/03). University of Washington.





# Menu for Change Healthy Vending Machine

- **Pizza and Skittles**
- **Proving adults can be wrong – if it tastes good, kids will eat it**
- **Partnering with schools, students, vendors – machine is free**
- **2 Tests and marketing program**





# Healthy Vending Machine Key Elements for Schools

- **Meet nutritional requirements**
- **Wide array of product type**
- **All organic and natural**
- **School taste test, sampling, marketing**
- **Discount for schools**





What's in the machine?





# Menu For Change Healthy Vending Machine

- **Key elements: students and schools, affordability and flexibility, press**
- **NBC-TV, Associated Press, Wall Street Journal**
- **32 Machines in seven states – MA, CT, CA, WA, IL, RI, PA**
- **Over 910 schools nationwide on waiting list**
- **Over 800 requests for brochures**





# Menu for Change There's More....

- [Stonyfield.com/menuforchange](http://Stonyfield.com/menuforchange)
  - **Parent Action Kit**
  - **Superintendent's Challenge: CA and WA**
  - **Success stories**
  - **Good2Go – new!**
- Breakfast and exercise**





# Press Highlights



**Broadcast circulation  
to date: 7,698,323**

*Gary Hirshberg has devoted his life and career to organic food as CEO of Stonyfield Farms, the country's largest organic food company. And he assumed his work was influencing his most important customers, his kids. For most of us, as parents, the truth is we have a blind spot, and it is that six-hour blind spot every day. We send our kids off. We hope for the best, but frankly, we can't control it. So Hirshberg tried to do something about what he could control. Working with schools to install vending machines that offered students healthier choices, like soy milk, yogurt, and baked chips. Today, about 15 percent of kids between six and 19 are overweight, affecting their concentration and energy levels, but also putting them at risk for serious health problems further down the road.*

**Circulation: 2,018,621**



SOURCE	WHY IT'S RELEVANT	WHY WE'RE IN
<b>Lower fat</b> Smart Chart 10/10/09 www.usnews.com	Circle when possible with less fat (combined with other items and looks high fiber)	"We were only there" and we were "the primary goal"
<b>Darkness to Darkness/Purple</b> Smart Chart 10/10/09 www.usnews.com	Fortified with nutrients like B-vitamins, iron and calcium	Looks like they had the resources
<b>Just the Oatmeal</b> Smart Chart 10/10/09 www.usnews.com	It's convenient, fast, filling, easy to prepare, no sugar, high fiber	Strong flavor, "tastes like oatmeal" and protein. Not a bad day.
<b>Organic Greek Yogurt</b> Smart Chart 10/10/09 www.usnews.com	It's good and used only organic ingredients (good!)	They really mentioned the source but otherwise it's flat.
<b>Shrimp in Blue Cheese</b> Smart Chart 10/10/09 www.usnews.com	It's healthy, easy to find, easy to prepare, high in protein and fiber	Highlight the convenience factor and the flavor. "Wow, that's really cheap."
<b>Beef &amp; Broccoli</b> Smart Chart 10/10/09 www.usnews.com	It's good, protein, healthy, easy to find	Parents like affordable but not "I would buy this" and "it's healthy"
<b>Yogurt in a Jar</b> Smart Chart 10/10/09 www.usnews.com	The label used words like "healthy" and "protein"	"Best of things looking for healthy, I would not buy."
<b>Health Facts &amp; Other</b> Smart Chart 10/10/09 www.usnews.com	Healthier than the rest of the market	Thinking how might be better with cheese?
<b>Protein Power</b> Smart Chart 10/10/09 www.usnews.com	Healthier water, low sugar, low fat	"Everyone is drinking bottled water."
<b>The Healthiest</b> Smart Chart 10/10/09 www.usnews.com	No sugar, low fat, low sodium, low sodium	It's healthy, low sugar, low sodium



# Press Highlights

## Associated Press

**Circulation to date: 6,793,446**

### Products with less salt, calories find niches in vending machines

By In Dreyfus  
WASHINGTON POST STAFF

WASHINGTON — The typical vending machine here consists of chocolate bars and potato chips, leaving few options for people seeking low-calorie or low-salt snacks.

That is changing, as companies develop markets for products they expect to satisfy both taste buds and consumers. In vending, popular baby carrots instead of candy, or crispy baked pea bread in place of those chips.

Healthy products, relegated to a few trays or maybe a row or two, if they were sold at all, are starting to take over entire machines. Those offerings account for a small but growing share of the \$1.5 billion business.

Companies hope to attract adults who have avoided vending machines because of the distracting advertisements. Another focus is on schools, where parents and administrators would prefer that vending machines contain rather than pandered to children.

A vending machine without candy bars and sugary soda is a big step, said Mike Kiser, chief executive officer of Canteen Vending Services, an industry leader based in Charlotte, N.C. "We've never had the courage to take out our best sellers," he said.

Canteen is experimenting with a bank of food and drink machines lined up behind a plastic facade to look like a single unit. Products include granola bars, Powerbars, nuts, energy drinks and smoothies.

Scholar's Vending reserves one of a typical machine's 33 trays for healthy items, said Tom Smith, vice president of the company, based in Gaithersburg, Md. Examples are nuts and dried fruits, and low-sodium chips.

As the companies see it, that offers a little something for all the different needs.



Thanks to the Balanced Choice vending line, customers can now choose from healthier options, snacks and drinks that complement their wellness lifestyles.

Four weeks may seem to not look like a long time, but they are getting something from the machines because they are too busy for lunch, said Bill Mitchell, Scholar's Vending's director of program development.

Of course, time still is a pain for candy. People will still want "a small indulgence" as a reward, he said.

Stonyfield Farms, an organic food company in Londonderry, N.H., has 15 vending machines in California, Rhode Island and Massachusetts, and has applications from schools in 36 states, spokeswoman Catherine Tierney said.

To help fill the machines, the company rounded up products from a number of organic vendors. She said the company followed guidelines from a children's nutrition group, Kids First, to make sure the offerings were healthy.

The machines offer baked pea chips instead of potato chips, and yogurt drinks instead of soda, Tierney said. Students tested the products, and the company leader is sure "you can get a Coke machine alongside our machines

and we will survive," she said.

Scholar's is increasingly looking for healthier snacks. In some cases, they are being pushed by state law that restricts what the items can get from the vending machines. In other areas, health-care workers could be doing policy.

Scholar's Hopkin, Minn., will switch this school year to treats such as yogurt and carrot sticks, said Deborah Weber, director of operations for the St. Paul-Minneapolis district's food service program.

There also will be standard snacks, but with a healthy edge — for instance, no trans fat, he said. Health experts say this kind of fat can clog arteries.

Weber said students already watch what they eat. Hopkins High School's Health Nut Cafe, which specializes in natural and organic foods, accounts for half of the lunch business, he said.

#### ON THE NET

Kids First: <http://www.kidsfirst.org/aboutus.htm>

**Circulation: 1,519,577**



### Vending machines get healthy (at least for kids)

All we can say is, when can we get one? We're talking about the revamped vending machines making their way onto school campuses across the U.S. More than 15 schools are getting free refrigerated machines stocked with natural and organic snacks, courtesy of organic-yogurt maker Stonyfield Farm. More are on the way, but demand is so high that more than 500 schools are on the waiting list. Canteen Vending is also marketing machines that dispense such nutritious fare as fresh fruit and veggie burgers. To help bring healthier choices to your child's school, check out Stonyfield Farm's Parent Action Kit at [www.stonyfieldfarm.com/MenuForChange/ParentActionKit/index.cfm](http://www.stonyfieldfarm.com/MenuForChange/ParentActionKit/index.cfm).